

November Meeting

Wednesday
November 2, 2011

Program: "Successful Women Plan Strategically"

Speakers: Lynn Oswald, Director
Small Business
Development Center NCCC

5:30pm: Social
6:00pm: Dinner Meeting
7:00pm: Program

Place: Protocol
6766 Transit Road
Williamsville, NY 14221

Menu: Roast Turkey
Broiled White Fish
Tortellini

Cost: \$30 per person

PLEASE NOTE:

*Checks payable to
"NYS Women Inc., BNC"*

How to Register

Register on-line at:

www.bncwomeninc.org

or contact:

Kathy Cerullo at 675-6075 or
kathyc3112000@gmail.com

Registration Deadline:

Friday, October 28, 2011



President's Message Renee Cerullo

Welcome to our new members this month! We are continuing to grow our organization. The quickest way to help us keep growing is to bring a guest to our next meeting. It's a great opportunity to network with amazing women in Buffalo.

Amy Jo Lauber was quoted by Forbes magazine talking about why this region is great for working mothers. Our chapter was mentioned in this article. This was a great PR opportunity.

Don't forget about the great scholarship opportunity we offer to our members. We offer scholarships for professional development. This can be a course, workshop, conference, etc. The criteria and application is on our web site.

Are you a fan of our Facebook page? Check us out at <http://facebook.com/bnc-womeninc> This is a great way to keep up to date on what is going on in our chapter and on the state level. This also an easy way to share information about our organization with your Facebook friends.

Successful Women Plan Strategically Lynn Oswald

November's Program



The business environment has changed, have you? A successful business has a leader with a clear vision of their company's future direction and a road map to follow to get there. A strong leader communicates effectively and helps others understand their roles. Whether you're managing a staff of 100 or a family of two, it's imperative to plan successfully.

Lynn Oswald is the director of the Niagara County Community College Small Business Development Center (SBDC). Her main focus is to provide customized assistance to small businesses and local resource partners. Prior to becoming the director she was a business advisor with the SBDC for more than seven years, during which time she worked with over 1,000 clients. In 2005 she was named the top advisor in New York State. She had previously held positions in commercial lending and finance.

Ms. Oswald is an adjunct faculty member of NCCC currently teaching Small Business Management. She has a bachelor's degree in Business Management and an MBA in Finance both from the University at Buffalo.



Starting a Business— How does technology come into your plan?

By: Renee Cerullo
RLComputing
www.RLComputing.com

I have read many articles on how to start a business and what is needed. There is a piece of information that I always find missing - technology. Not many businesses today can function without some type of technology. Technology can be the foundation of your business and make or break it. I have developed a list of items every business needs to consider to be successful.

Server – For any business that will have employees and need to share files this is very important. A server will have many roles in your organization. It will store all your files, maintain security, manage printing, and possibly your email. Servers biggest role is security and file sharing. Servers can range from \$1500 - \$5000. For a startup company Windows Small Business Server is great since it includes email services. It is the most cost effective way to go. The server needs to be stored in a secure location. Servers need to be replaced every 3-4 years.

Computers – Most businesses will need computers for their employees. You need to plan for \$400-\$500 per computer. Its not worth going cheap since you will end up replacing them quicker. Computers need to be replaced every 3-4 years. When purchasing a computer you will normally find them cheaper online than going into a store. The retail stores mark them up. When looking at computers make sure the operating system is the Professional edition. The Home version of the operating system does not work in a business environment.

Antivirus – You need to protect your company data. Every machine must have antivirus. Antivirus software must update nightly and is subscription based. You need to renew it once a year.

Computer Use Policy – This is something most businesses fall short on. No one wants to implement this until there is a problem. At that time it's too late. Don't get caught in a lawsuit or heavy fines. Have one in place right from the start. Companies should restrict employees internet access to inappropriate sites and sites that employees might waste time on. They are there to work not to play on Facebook all day. If you have to adhere to HIPAA regulations Facebook and other social

media sites should be 100% blocked. All you need is one virus to get on one computer in your network and your company data is compromised. Another part to the computer use policy deals with email. You need to clearly state whether you will be accessing employee email. Just because you are a boss does not give you the right to access an employee's email.

Social Media Policy – If your company will be using social media you need to have a policy in place regarding who can post and what content should be posted. Someone needs to monitor this daily.

Passwords – Every employee must have their own username/password to log into the systems. This way you can track who is doing what. There should never be a list of passwords. This can get you into legal trouble if you force employees to give you their passwords.

Telephones – You need to put some thought into what you need. This is not a simple decision. Do you need multiple phone lines? Do you want your voicemails emailed to you? Call forwarding? Voice over IP? There are lots of systems out there. Make you determine what features you need now and might need 5 yrs from now. A phone system is not something you will change out frequently.

Remote Users – Will you have employees in the field? If so you will need to consider if those employees will have laptops, IPads or some other device. Besides the device they might need access to the internet. Will you purchase air cards for these devices?

Web Site – Every business must have a web site. Not only have a web site but it needs to be a professional web site. Having a bad web site it will reflect badly on your business and make it seem like you are not serious about business.

Determining what technology your business will need can be very overwhelming. You need to take it seriously to grow your business efficiently. Talk to someone who knows technology and can help you figure out what you really need. There is no cookie cutter solutions out there.



NOVEMBER \$ MONEY MINUTE \$

– Amy Jo Lauber

*“Capital can do nothing
without brains to direct it.”*

– J. OGDEN ARMOUR

This time of year starts the busy season for so many people for so many reasons. Some are busy buying gifts, some are busy cooking and decorating their home, some are busy running their own businesses, and others are busy advising clients on how much capital gains to take before year-end. Most of this busy-ness is attached to financial decisions, and some decisions are more difficult to make than others; sometimes we all need an advisor to coach us along. For those of you who already have an advisor, don't hesitate to use him/her. For those of you in need of one, start asking for referrals from family, friends and other professionals you respect.



The Buffalo Niagara Chapter of NYS Women, Inc.

fosters the success of women in the workforce throughout Western New York; offering career advancement resources, work/life strategies, leadership development, and personal and professional connections.

Welcome New Members!

Diane Bukowski

44 Morgan Road
Buffalo, NY 14206
827-8150
mrsbuko@yahoo.com

Elizabeth Podgers

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Lockport, NY 14094
504-7968

Nicholle Wilcox

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Diana Stefanovich

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Cell 440-9082
dmstef60@yahoo.com

BNC gets National Attention!

Thanks to our chapter web site, we were pursued by a journalist for Forbes who was writing an article about the Buffalo area and it's favorably for working mothers. Our own President-Elect, Amy Jo Lauber, was quoted in the article. Check out the link to the article below. Congratulations to our chapter for getting some free PR!!!

<http://www.forbes.com/sites/meghancas-serly/2011/10/11/the-best-cities-for-working-mothers-2011/>



The Holidays are just around the corner!

Just a reminder that our December Holiday meeting will be on Dec. 7th, so mark your calendars NOW! Be sure to start collecting items to bring to our Treasure Auction, which will be held at the December meeting. New or "almost new" items you donate will be on display for everyone to bid on. All funds go towards our scholarship fund for our members!

Congratulations ...

to our BNC Treasurer, **Jill Schaefer**, on her marriage to Andrew Johnson on Saturday, October 22, 2011. Best wishes to Jill and Andy from all your BNC friends!



EVERYWOMAN
OPPORTUNITY
CENTER, INC.

BNC partners with Every Women Opportunity Center

Our local chapter is working on a community project in conjunction with EWOC and we need YOUR help!

As you all know, there have been severe budget cuts that have impacted the Center's ability to offer the same amount of assistance to their women clients as they have in the past. The Center is hoping to attract women in our community to serve as mentors to the clients. If that is too much of a time commitment for you, then perhaps you would consider being a volunteer for a few hours at the Center on Main Street in Buffalo. You can assist with organizing their "Clothes Closet" or even help at the reception desk.

Anyone interested in working on this community project, please contact Joyce DeLong at 634-5966 or jdinsty@roadrunner.com



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President, MCSE

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